

ISSUE 16: April 2019  
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**KALASHA**  
FINE JEWELS  
A Unit of CapsGold. Estd.:1901

# TWO\_CENTS

AN INFORMATIVE NEWSLETTER BY KALASHA

## MY TWO CENTS



Dear Readers,

Season's Greetings..!

It has been joyful month sharing the love with the customers providing them the extraordinary bridal collection like nowhere. KALASHA has turned "TWO" this month and I am so delighted about it.

We organised Grand Exhibition cum Sale from 2nd to 16th April, 2019 Banjara Hills store. We offered "No Making Charges" on the Diamond & Jadau Jewellery. We organized two events as a part of our Anniversary celebrations- The Curtain Raiser show & 2nd Anniversary Launch. Miss india 2018anukreethy vas, actress archana veda and top models graces the grand celebrations and showcases the creative & exquisite diamond & jadau jewellery at curtain raiser event on 24<sup>th</sup> march, 2019. The inauguration of grand 2<sup>nd</sup> anniversary celebrations was done by our chief guests Smt. Shikha Goel (IPS) – (Additional Commissioner of Police Incharge – She Teams) on 2nd April, 2019. Actress Siddhi Idnani and other top models flaunted the new collection during the event.

As a part of 2nd anniversary celebrations the top most bloggers & influencers of Hyderabad visited our store and showcased the new collection which we have launched during the inaugural ceremony. Lately Kalasha hosted a Talk show with Mannara Chopra (Actress) regards her jewellery interests as a part of celebrations. Meanwhile as it was Election Day, Team Kalasha& Actress appealed the citizens to vote in large number.

I am very delighted to share that next month Kalasha is turning two and we will come up with exciting offers for you.

I hope you are enjoying reading this newsletter.

Kindly email your suggestions to [abhishek@capsgold.com](mailto:abhishek@capsgold.com)

Happy Reading  
**Abhishek Chanda**  
Director  
Kalasha Fine Jewels



### 2<sup>ND</sup> ANNIVERSARY EVENT



### TALK SHOW @ KALASHA



## THE BYGONE ERA

### ANGUSHTARI LARLI

**An Octagonal Ring:** Dating back to the 19th century, Angushtari; meaning a ring, which is centrally set with an octagonal set-cut beautiful pink spinel within an old cut diamond frame with a plain gold band. This ring rests in its own specially made velvet box with the name 'vilcassim bros, Taj mahal hotel, Bombay, jewelers and tailors' printed on the inside lid and this ring was most likely sold to Asaf Jah VI Mir Mahboob Ali Khan Siddiqi Bayafandi who was born on 17 August 1866 and was the 6th nizam of Hyderabad. He was the first nizam to be exposed to western education which was set up in chaumala palace or Osman Ali Khan Siddiqi, Asaf Jah VII who was born on 6th April 1886 and was the last nizam of the princely state of Hyderabad. He was the wealthiest person of all time and was styled as his exalted highness the nizam of Hyderabad, by this firm. During visits to Bombay, the nizam stayed in his palatial palace Hyderabad house on top of Malabar hill. However, according to the old timers still doing business in the hotel, a Sri Lankan jeweler called Mr. Jalal, had an establishment in the hotel in the early 20th century. The spinel is perhaps from Sri Lanka and might have been sold to the nizam by Mr. Jalal. The ring is included in the first schedule, part 1, of the supplemental jewelry trust. This extravagant diamond ring is studded with natural ruby diameter of which (including setting) is about 2.5 cm and weighs up to 12 grams.

## Gold Set With A Spinel And Diamonds.

India, 19th Century

Diam (Including Settings) :2.5cm

Weight : 12gm | NJ 95.120



## Angushtari @ Kalasha

Gross weight: 11.08 grams

Cost : INR 1,41,000.

Taking inspiration from this magnificent ring, Kalasha fine jewels developed yet another masterpiece of its own. A striking diamond ring studded with real and natural ruby surrounded by diamonds. The intricacies of design and craftsmanship makes it one of a kind. It has a gross weight of 11.08 grams and having a combination of round diamonds of EF colour and VVS1 clarity of 1.92 carat and 1 coloured single ruby of 9.6 carat, this ring costs up to Rs.1,41,000.



## JEWELRY TRENDS

# THE SPRING JEWELRY TRENDS EVERYONE WILL BE BUYING IN 2019

Brooches, also known as pins, have been used to hold pieces of clothing together since the middle ages, and radiate a sense of luxury and timelessness. Fashion brooches and pins are convenient accessories in that they're more spirited than necklaces, more extravagant than rings, and can be mixed and matched easily. When it comes to brooch trends for this year, you may include the following in your collection:



### Vintage Brooches

A vintage brooch is something you'd probably find in your mother's and grandma's jewelry boxes, so raid them and try the brooches right away. If not, rush to the nearest flea market or get them custom-made from a jewelry designer. These have an old-world charm to them and add a rustic touch to any ensemble.

### Celestial Bodies Brooches

As the name suggests, these brooches come in celestial shapes like stars, crescent and/or full moon, planets, the Milky Way, and the blazing sun, among others. The star-shaped brooches are going to be particularly popular this year!



### Nature Themed Brooches

Nature or still-life-inspired brooches are as statement as they get. This brooch trend is already big and expected to continue to make waves in the fashion world. Starting right from the fruit basket brooches to the tutti frutti brooch, these are popular and variations have been surfacing. Popular styles of the past include fruit baskets, spiders, flower bouquets, bees, flies, and butterflies.



## POINT OF VIEW

### TESTIMONIALS

#### CLIENT



**Konijeti Kaukuntla  
Girija Ravali**

wedding beautiful for me.

I'm glad that I purchased jewellery from here and wish to come back soon.

I have been to many other jewellery stores to purchase jewellery for my wedding but I must say that Kalasha was one of the best in terms of designs of their pieces for brides, the variety of collection they have for both traditional occasions and other occasions. Also, I must comment on your top-notch customer service hospitality that you provide right from the time I entered till I received my jewellery and of course the after-sale service too.

The jewellery did make a huge impact and complemented both me and my outfits for every occasion and of course, I have received a TON of compliments for the same.

Thank you so much for the beautiful products which I couldn't say no to and thank you for providing everything I wanted and have a part in making my

#### CELEBRITIES



**Ms. Archana Veda  
(Actress)**



**Anukreethy Vas  
(Miss India 2018)**



## CURRENT OFFERINGS

### Every Piece is a master piece at Kalasha.

Every woman's favourite, a massive, intricately carved, embellished and exquisite jewellery by Kalasha this anniversary season puts you right in the spotlight. Right from work wear to heavy bridal sets, the 'endless' ethnic jewellery have been sitting on the must-buy list of every women. So make sure you visit us for this breathe taking collection with exclusive offers like nowhere. Come and be a part of our happiness. Here is some inspiration for you.

Here are a few of our beautiful offerings.

1. Heritage jewellery- inspired by royalty
2. Diamonds - A woman's best friends
3. Mango Mala - Reflects South Indian tradition
4. Nakshi & Temple Collection - For divine and exquisite look
5. Polki - The royal look of Rajkumaris
6. Guttapusala haram - Trendy choice to look graceful and trendy
7. Pacchi Jewellery - Aesthetically designed and finely finished intricate art
8. Kaasula peru - Beautiful assortment reflecting work of art based on various traditions.

Every piece at Kalasha is an eye-catching work of art!



## WORDS OF THE WISE

### AKOYA

A pearl produced by the Japanese "Akoya" oyster.

### ALAMANDINE

Named from a town in Asia Minor, Garnet group.



A Unit of CapsGold. Estd.: 1901

VISIT KALASHA FOR EXCLUSIVE JEWELLERY IN DIAMOND | JADAU | GOLD | PLATINUM | SILVER  
BANJARA HILLS, HYDERABAD | MG ROAD, VIJAYAWADA | JAYANAGAR, BENGALURU  
+91 93939 92499 | www.kalashajewels.com | Follow us on @ f t

JEWELLERY CERTIFIED BY:



Best Store Of The Year 2017  
By UBM



The Best Heritage Bridal Jewellery  
Times Retail Icons 2018



Temple Jewellery of The Year  
IJ Jewellers Choice  
Design Awards 2018

